



WEWS

# ORDER

Print Date 08/17/12

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Flight Dates **08/07/12-08/13/12**

Contract / Revision      **307087 /**      **OH US Sen Josh Mandel**

Original Date / Revision  
08/17/12    08/17/12      Agency Com    15%  
Billing Contact

Advertiser **Mandel/ Republican/ U.S. Se**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Agency    **Strategic Media Placement**

Buying Contact  
  
**3946 North Hampton Drive**  
**Powell, OH 43065**  
  
Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep      00:30:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 31350

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	25	\$26,647.50	\$31,350.00	0.00	07/30/12	08/13/12	25	\$26,647.50	\$31,350.00
<b>Totals</b>	<b>25</b>	<b>\$26,647.50</b>	<b>\$31,350.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WEWS	08/07/12	08/13/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-- 1- 1--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- 1- 1--					2	\$850.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$850.00		0.00			
2	WEWS	08/07/12	08/13/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	111----	:30	3	\$850.00	P-1	0.00	NM	4	\$3,400.00



**WEWS**

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Contract / Revision      **307087**      Flight Dates **08/07/12-08/13/12**

Hiatus Dates

Original Date / Revision   08/17/12/   08/17/12

Order Sep   00:30:00

Advertiser   **Mandel/ Republican/ U.S. S**   Product **OH US Sen Josh Mandel**   Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WEWS	08/07/12	08/13/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	111----	:30	3	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-111---					3	\$850.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$850.00		0.00			
3	WEWS	08/07/12	08/13/12	M-F 12pm News M-F 12-1p News	CM	12-1p	--1-1--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--1-1--					2	\$700.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$700.00		0.00			
4	WEWS	08/07/12	08/13/12	M-F 2-3p M-F 2-3p	CM	2-3p	111----	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1-1---					2	\$800.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$800.00		0.00			
5	WEWS	08/07/12	08/13/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	--1-1--	:30	2	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--111--					3	\$1,600.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$1,600.00		0.00			
6	WEWS	08/07/12	08/12/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$1,200.00		0.00			
7	WEWS	08/07/12	08/13/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-1111--	:30	4	\$2,400.00	P-1	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1111--					4	\$2,400.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$2,400.00		0.00			
8	WEWS	08/07/12	08/11/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$650.00		0.00			
9	WEWS	08/12/12	08/12/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$650.00		0.00			
													Totals	25	\$31,350.00